

Conference Paper

User Participation in Social Media-based Library Services in the State Academic Library in Indonesia: An Overview

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Abstract

The presence of many internet is changing the way and the way of life of people today, almost all aspects of life affected by the internet. Of course the library also received its influence. Libraries would not want to follow the development of the Internet if they want to continue living and being run over technology called the internet. The problem, most librarians is also afraid of the internet so reluctant to use it. Though the Internet are merely the means that should be used to progress in the library. Interaction with the internet now be developed further. If the first person if she wanted to say then inevitably have to write a letter, writing articles in magazines or direct Dating meet certain parties submit comments. But now with the ease of internet comment and participate will be a very easy issue. The change in direction of communication is initially a one-way up-to-two direction presenting a concept called Web 2.0 when associated with internet usage. Web 2.0 itself can be defined as a condition in which users can collaborate through devices and features on the internet. Web 2.0 was first introduced by O'Reilly in 2005. According to O'Reilly (2005) Web 2.0 is a cross-platform network whose content is the result of collaboration of various users and resources so as to produce tissue that is rich in content. The concept of making content work together eventually change the user's perspective in interaction.

Keywords: Internet, Libraries, Development of Internet, Social Media, Technology

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1. Background

The presence of many internet is changing the way and the way of life of people today, almost all aspects of life affected by the internet. Of course the library also received its influence. Libraries would not want to follow the development of the Internet if they want to continue living and being run over technology called the internet. The problem, most librarians is also afraid of the internet so reluctant to use it. Though the Internet are merely the means that should be used to progress in the library.

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Interaction with the internet now be developed further. If the first person if she wanted to say then inevitably have to write a letter, writing articles in magazines or direct Dating meet certain parties submit comments. But now with the ease of internet comment and participate will be a very easy issue. The change in direction of the communication in one-way to two-way presents a concept called Web 2.0 if connected with internet usage. Web 2.0 itself can be defined as a condition in which users can collaborate through devices and features on the internet. Web 2.0 was first introduced by O'Reilly in 2005. According to O'Reilly (2005) Web 2.0 is a cross-platform network whose content is the result of collaboration of various users and resources so as to produce tissue that is rich in content. The concept of making content work together eventually change the user's perspective in interaction.

From Web 2.0 concepts are then triggered the concept of Library 2.0. Library 2.0 was introduced by Michael Casey in 2005. According to Casey and Savastinuk (2006), Library 2.0 is a library service oriented always make changes to the user a way to invite users to participate in the creation of services that they want both physical and virtual is further supported by consistent evaluation. That is what it is, the user is no longer in a passive position as consumers, but also to contribute to and be actively involved through the existing facilities in the Library 2.0.

One of the facilities at Web 2.0 that is then used in the realm of Library 2.0 is social media. Has a lot of growing social media, among others, some of the popular ones are Facebook, twitter, Instagram, Pinterest, YouTube, and Tumblr. But for Indonesia Facebook and twitter is the most popular social media if it is based on the number of users.

Facebook itself is widely used in academic libraries in Indonesia, among others because of Facebook social media is most popular in Indonesia. From the data obtained by the Ministry of Communication and Information (Keminfo) for the region of Indonesia there are about 65 million active Facebook users. A total of 33 million active users per day, 55 million active users who use mobile devices in accessing per month and approximately 28 million active users who use mobile devices per day. Certainly the results of the use of Facebook in the library be in line with these results.

Twitter is the most popular microblogging today. Until 2014 twitter users worldwide reached 271 million accounts. Lodging in Indonesia until 2012, Twitter users has reached 29 million users with a growth rate of more than 25% per year [14]. It puts Indonesia being the 5th most users after the United Kingdom, Japan, Brazil, and ranks first in the United States. Twitter users in Indonesia is dominated by a user with an age range of 15-22 years, from data released Mark Plus Insight (2013) shows the user with an

age range that reaches 31.6% of the total respondents. With these facts indicates that Twitter is so popular among Indonesian students.

Things mentioned previously shows that twitter is one of the facilities on the internet potential for use in the library in Indonesia, especially for the sake of academic libraries considering its demographics that tend to be dominated by the age of students. Social media can be used in a variety of things that support the service in the library and invites users to engage actively and participate to improve the quality of service in general. Therefore, through this paper the authors would like to see the general idea of user participation in social media-based information services in academic libraries in Indonesia.

2. Social Media in Library

To make social media accounts generally do not cost anything and computer skills in particular, it is that makes social media easy to use and so popular. Social media is so open to be used by anyone. Has many corporate bodies who use social media to create a social media account for the purposes of marketing, customer service and communication to customers (Thomas (2010) in [3]). Besides social media can also be used to build the image and user awareness, build community, and promote the use of sites of organizations that have a social media account [6].

In the library world, social media is commonly used to spread news or information about the library, or introduce users to the library collection. Libraries that use twitter to communicate with users is still relatively small. [16]. So that could be described that the library still using social media as a channel for disseminating information, not as a means to interact with users. Models such as the use of social media is still considered to be passive, because the library only as a message to his followers.

The use of twitter in public libraries and academic libraries have different patterns. Analysis conducted Aharony (2010) indicates the use of different characteristics. Although they both use twitter as a channel of information and have the same frequency of use in a number of tweets per day. However, both have differences in language use, account public libraries tend to use informal language when compared account academic libraries. This difference is expected because of the different types of users.

Noor (2014), writing about the use of twitter in Indonesia Academic Libraries in general wrote that academic libraries are still a few who realize the potential of twitter and do not use it. As has taken advantage by creating a Twitter account was merely

make but not managed specifically for the needs of library services that was later abandoned. This makes the image of the library downhill if you see an account that is dormant, as if a library has been made of the library building, but when the user comes empty its contents. Follower Nya will certainly assume the library is only serious if it finds a twitter account is not active.

Furthermore, Mathews (2008) adds that in the academic library twitter utilized in many ways, such as assessment, communication, and collaboration with users. For example, he suggested the library studying in the library's users-based tweet nya not just how he was using the library, but how perceptions and expectations of users will be the library. With facilities in the Web 2.0, such as twitter, librarians can better understand user perceptions of library services.

Service user participation in social media-based library information can be used as a reference for decision-making, improved services based on user orientation.

3. Research Methods

This study uses a search library materials in the collection of data. Methods of library materials intended searches are searches social media accounts created by academic libraries in Indonesia. In addition, the authors observe traffic communications and interactions on social media academic libraries in Indonesia.

As for the sample in this study were 23 universities both public and private sector which is considered to have a good reputation in terms of academic. Selection of the sample used selection methods, assuming the university or college that has a good reputation certainly consider the library as an important instrument to promote the goals of the university.

The next stage of data collection for academic libraries accounts that have social media. See what social media is owned by the library account, links are provided to social media in their library website and other things that support this research. The third stage is compiling data that has been obtained. At this stage also conducted analysis on the use of social media for academic libraries in Indonesia. View traffic communication and participation of users of the social media followers.

4. Description of User Participation in Academic Library Social Media in Indonesia

Results of research conducted during June-August 2016 show from 25 state and private universities are almost entirely have an at least one social media accounts. As for the most popular social media use is Facebook account ownership level to 88% or 20 accounts of 23 libraries sampled. Social media following a lot also owned by academic libraries in Indonesia is a twitter with a percentage of 53% or 13 versus 15 library account. Meanwhile, besides Facebook and twitter social media there are also owned by the library such as Google+, Instagram, Pinterest, and YouTube but only small amounts of 3-4 library that has the account. As the following data:

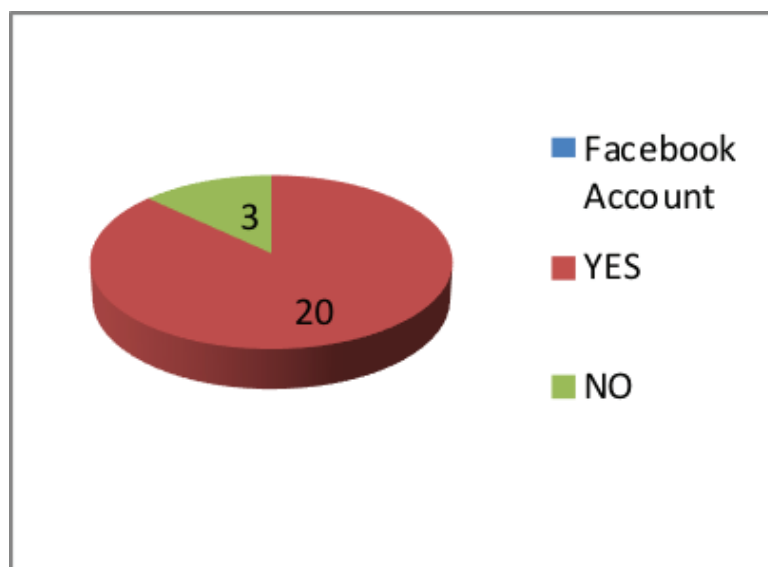


Figure 1: Aggregation between academic library on Facebook account holder.

Facebook itself is widely used in academic libraries in Indonesia, among others because of Facebook social media is most popular in Indonesia. Twitter became one social media with the most viewers in Indonesia. Facebook itself provides many conveniences and features. Users can easily share a variety of content such as images, text, video, documents, on Facebook and its contents are not restricted as such in twitter which is limited by the character. In terms of web 2.0 are also given the freedom to users chimed in and leave a comment for feedback to the user.

Instagram is one of the accounts that are widely used by the library. Instagram recently has begun to grow as content is restricted only pictures and video. And practicality make Instagram later grow into social media favored by netizens, especially among the young. And if you look at the potential users of social media in academic libraries are students. Demographically students are in the age of 18-25 years. This age

is one of the biggest internet users in Indonesia, the characteristics of social media users in this age was typical. So that this becomes an opportunity for libraries to customize the content provided through social media.

One disadvantage of academic libraries in Indonesia in the use of social media as a means to grow the participation of users is the lack of promotion for social media accounts they have. Of the 25 academic libraries into the sample only 44% that shows links to social media in the library's website. The library does not maximize the channels at their disposal to promote their social media accounts. So that many users do not know if the library terese but have social media accounts for the absence of a link on the library website.

In some cases there is one website for academic libraries that include links to their social media, but when it clicked that link is not direct. Many of the links provided too small and not too noticeable if users do not notice carefully. This is unfortunate but if canals like this could be used properly, they can certainly improve additional followers.

The use of social media provides ease in interacting. The number of different ways to provide comments and ease of user interaction is actually a distinct advantage for the library, because now the library without having to bother asking the user, the user often already with his own desire to provide input and comments via social media accounts owned by the library. Therefore, the library should be able to attract users and followers on social media so that the social media accounts that they have made so users interested in participating in it.

A low level of user participation signifies still not maximal use of social media in the library. Users are reluctant to comment because the content may be given less attractive or not in accordance with the wishes of the user. The thing that can be done by the library to improve participial users in social media, among others, continue to actively use the social accounts. Many libraries which only makes his account alone, but its development stalled, and often there is only 1 or posting it therein. This shows the library is not seriously working on their social media and make users think the library or librarian lazy. So this is a bad image for libraries and librarians. So the consideration of social media account creation should be considered carefully who will take care of it so not to just stop when creating his account alone, but no one is giving the content therein.

Library through social media should also be creative in delivering content in social media, posts that are not useful and that it alone will make users reluctant to follow the account. Various ways can be done, such as if the media make of the information held

by the library, to make an infographic of the information in the library, held a contest via social media, for example, makes creative hashtag, or related creative content library.

Libraries ensure that social media accounts on admin with librarians who have sufficient communication skills. Because based on evaluation done, communication is given through social media is one of the reference manual will follow the account or not.

The language used in social media accounts if academic libraries can customize the user in this case is a student, the language used cannot be too formal but not with the language too slang. Casual style options can be used to answer the comments but in providing information to use formal language diversity. Selection of the appropriate style of language in communication in social media becomes one of the keys to success with social media information services.

To increase the participation of library users can also invite users by asking something through her post. One other way is used to invite users to give a comment with the words 'Come give us your comments' may also indirectly increase the comments.

Low user participation in social media, especially on Facebook or twitter. It is very unfortunate if the speech in Indonesia. Because the culture of social media users in Indonesia is actually really like and love to leave a comment. The indication is the number of incoming comments if the post about things or general news or entertainment. So that culture Indonesian netizens who like this could be a gap to get into the library for users in Indonesia to raise awareness related to library users. With the high interest of netizens Indonesia does not allow the library also received a lot of user participation in social media library. The hope is increasingly recognized libraries and users and potential users are increasingly aware of the importance of libraries not only books but also related information.

5. Conclusion

Some of the aforementioned data shows a picture of user participation in social media in academic libraries in Indonesia. In general is still a bit of academic libraries who realize the potential of social media and use it to its maximum. As has taken advantage by creating a social media account was also just make but not managed specifically for the needs of library services that was later abandoned. This makes the image of the library downhill if you see an account that is dormant, as if a library has been made of the library building, but when the user comes empty its contents. Follower Nya will certainly assume the library is only serious if it a social media account is not active.

Academic libraries could be a good demonstration of how libraries utilize social media. This is because the potential users of academic libraries is in fact the students, the students themselves are the largest demographic of social media users in Indonesia. So that users in this case the student is no stranger to using a variety of facilities in the social media. Students themselves are generally already make social media as one of his lifestyle, communication and traffic them into contact with twitter is very high, especially college students who live in big cities.

Thus the authors consider it important for their part in the organization of the library is in charge of the library in cyberspace one of them holding and managing social media accounts academic libraries. In the world of Web 2.0 is the use of the internet is a liability if the library wants to stay out of the Internet itself. Therefore, the appointment of one section to focus on cyberspace is not an exaggeration. Especially considering the use of social media can be used to improve the quality of library services in general.

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